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“In the early stages of figuring out the best approach to engage partners, we looked at what was already out there in the channel industry,” said Kevin R. Valadez, co-founder and president of Enterhost. “Too many programs had prohibitive, restrictive prerequisites. Participation is a key ingredient to ensure the partnership is beneficial to both sides. So, we did something different: partners can join and benefit from our program without jumping through a bunch of hoops.”

Enterhost’s Channel Partner Program is a highlight of Enterhost’s exhibit at MSPWorld. There, Enterhost will be able to offer MSP attendees immediate registration as a Silver Partner, the second level in the program, rather than an entry level Registered Partner. Other levels are Gold and Platinum, respectively. Additionally there will be an online Channel Partner Program registration during the run of the conference (September 13, 14, and 15, 2011) for non-attendees; those registrants will also receive the Silver Partner benefits.

“Our goal is to boost everyone’s productivity and, with our partners, to create products our clients need,” he said. “We want to be a trusted resource, available to share knowledge and expertise for virtually any project. We have a remarkably personalized level of support. We customize solutions, too, as most clients don’t fit into cookie-cutter molds.

“By removing hoops to jump or barriers to climb, Enterhost makes it possible for anyone to have access to the newest Windows platforms and services, customized to meet our partners’ needs, with mutual benefits.”

A Microsoft Gold Certified Partner, Enterhost is the premier customized cloud solutions provider specializing in Windows applications. With focus on cloud desktop and private cloud services, they also offer disaster recovery and colocation for clients worldwide. Founded in 2000, Enterhost is a leading provider of Windows-only hosting with an experienced Microsoft-certified team of professionals. For more information, visit www.enterhost.com .

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